art 311

Intro to UX

.31E Wed

6:30-10:30

Keisha Whaley

Course Content

Art 311 is your introduction to User Experience and User Interface design.

We will use Adobe CC XD to produce a series of projects. The class looks at project work flow, organization and stresses the correct production of projects. The production of digital comprehensives (comps) and clickable prototypes is another focus used to strengthen the understanding of design and its application. Your semester will also contain tutorials, done both in and out of class.

Course Outcomes

—strengthen application skill sets to include software concept understanding, correct tool usage correct document authoring

—gain an understanding of UX and UI through a series of projects following best practices for app design

—build an understanding of professional expectations, presentations and processes through assignment work flow

—apply research for stronger conceptualization of a client brief

—incorporate UX and UI vocabulary into critiques and project conversations

—deepen students understanding of UX and UI principles

We will focus repeatedly on craft and the production of assets in a timely manner. In addition, we learn about involving the following into the creative process—

attention to detail	color
discipline	quick visualization
patience	the value of sketching and prototyping
usability	not to fall in love with your first idea
accessibility	iterative design process
legibility	user personas and expectations
brand implementation	user flows and journey mapping

Class Parameters

The class methodology will be synchronous learning through Zoom.

You will need to incorporate checking your email with the frequency equal to your social media interaction, adding notifications for email receipts from the instructor is suggested.

Class meetings, discussion and instruction will take place via Zoom at the published class day and time. The class will manage projects via D2L within MyLeo. Chrome works best.

Project Parameters

Assignment information, pdfs of examples, etc. will be posted in a weekly D2L folder for reference.

You are expected to work in class as well as perform outside of class work.

You are expected to join class prepared to work on the current assignment. Not being able to make progress during class due to lack of materials will reflect in your mini-deadline grade.

All projects have weekly steps to be accomplished by the beginning of the next class meeting.
Mini-deadlines are part of the overall assignment and play a role in your projects final grade.

All work is due on the assigned date, uploaded no later than 30 minutes before the start of class. For a project to considered complete, the specified electronic portion should be uploaded, as directed, into the appropriate folder on D2L as detailed in the assignment. Plan for a disaster and allow yourself as much time as possible to complete your assignment. Late work is accepted only at instructors discretion.

On certain assignments, written peer critique will be required. A discussion forum will be created for each written requirement. Each student will start a thread to upload their assignment. Directions for this process will be made available.

During class you may not work on other course projects.

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Critique

Most presentations will be done via XD prototype. When presenting these, you will share your file prior to the start of class via email share within XD. The actual presentation will happen via screen share from your computer in Zoom.

When presenting multiple solutions, please combine concepts into one pdf containing multiple pages. Multiple single page pdf's will not be accepted.

When presenting pencils, students who don't have access to a scanner can use any free phone scanning app, such as Adobe scan. Make sure that the image has enough contrast to be seen online. This can be done in the app software or with Photoshop. The goal is to provide an image that can receive a response.

Each student will have a pdf of their assignment uploaded to D2L as well as accessible on their machine for critique. In some cases, students will be directed to have their work open in a specific software for critique allowing for screen sharing and immediate feedback application.

Critique format will be determined by project need.

Instructor contact and response time

Keisha.Whaley@tamuc.edu

Virtual Office hours: please make an appointment using the See Lee facebook page. Please contact Christi: Christi.Spruill@tamuc.edu with any questions.

Appointments will be handled via Zoom mainly on Fridays, but other times may be made available on a need basis.

Communication from students will be responded to within a reasonable time during the work week. Weekend communication will be handled the next business day, unless noted. Due to the high volume of email that is received, an important message may be missed. If an important email has not been responded to within 2 days, please send again.

Please use your university email as your primary source of contact. If your email is more than a short paragraph, please consider making a Zoom appointment.

If you have an emergency, please feel free to email me: Keisha.Whaley@tamuc.edu

Attendance

FIRST ABSENCE: The student will receive an email and a copy goes to Keisha Whaley

SECOND ABSENCE: The student will receive an email and a copy goes to Keisha Whaley who will contact the student.

THIRD ABSENCE: Lee emails the student that they have failed the course.

Two tardies equals one absence.

A tardy of 60 minutes equals one absence.

Leaving the Zoom call before class is dismissed is an absence.

If a student is OVER 10 MINUTES late for the final, a full grade will be deducted from his or her final grade. If a student does not show up for the final they automatically fail the class.

Syllabus Update Policy

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

Grading Guidelines

Grades will be assigned according to the following scale:

A — 90-100

Work well above the general class level, evidence of participation in related activities

Outside of the classroom, thoughtful participation in classroom discussion and critique

Superlative work: careful attention to craft and presentation. Originality of idea and execution work together. Goes beyond merely solving the problem – one who performs at this level is visibly outstanding, work is outstanding in every respect.

B — 80-89

Work above the general class level, participation in classroom discussion and critique

Fine work. A few minor changes could have been considered and executed to bring piece together. Goes beyond merely solving the problem. Above average: solution to the problem and idea well planned. Execution is well done.

C — 70-79

Average work, minimal requirements met

Average or a bit above: slipping in levels of originality, craft and presentation. The piece does not work well as a unified whole or statement yet effort was made. You have solved the problem but in a relatively routine way.

D — 60-69

Work below class average, lack of participation and/or poor attendance

You have solved the problem but there is much room for improving your skills and developing your concepts further. You have neglected the basic craftsmanship skills and breadth and depth of idea development. You were unable to meet mini deadlines. Represents careless and/or incomplete effort. Work is substandard.

F — 0-59

Inferior or unacceptable work and effort, work not turned in, or failure to attend class.

In addition to exercises and projects, your final grade will also be based on critique participation and application, work ethic, and attitude. These specifications are applied with the following percentages:

70% projects
15% weekly deadlines
15% class/critique participation

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Technology

Please use headphones during class.

Be prepared for your camera to be on and your mic to be used.

The University is providing you with the Creative Cloud.

A reliable internet connection is suggested for successful classroom participation.

D2L/Brightspace

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

https://community.brightspace.com/s/article/Brightspace-Platform-Requirements

LMS Browser Support:

https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm

YouSeeU Virtual Classroom Requirements:

https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements

Access and Navigation

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or helpdesk@tamuc.edu.

Note: Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

Communication and Support

If you have any questions or are having difficulties with the course material, please contact your Instructor.

Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

https://community.brightspace.com/support/s/contactsupport

University Specific Procedures

Student Conduct

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the Student Guidebook.

http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: https://www.britannica.com/topic/netiquette

http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf

Academic Integrity

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

Undergraduate Academic Dishonesty 13.99.99.R0.03

http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf

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Students with Disabilities-- ADA

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University-Commerce

Gee Library- Room 162

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

Email: studentdisabilityservices@tamuc.edu

Website: Office of Student Disability Resources and Services

http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/

Nondiscrimination Notice

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

Campus Concealed Carry

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the Carrying Concealed Handguns On Campus document and/or consult your event organizer.

http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.

Pandemic Response

A&M-Commerce requires the use of face-coverings in all instructional and research classrooms/laboratories. Exceptions may be made by faculty where warranted. Faculty have management over their classrooms. Students not using face-coverings can be required to leave class. Repetitive refusal to comply can be reported to the Office of Students' Rights and Responsibilities as a violation of the student Code of Conduct.

Students should not attend class when ill or after exposure to anyone with a communicable illness. Communicate such instances directly with your instructor. Faculty will work to support the student getting access to missed content or completing missed assignments.

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Week 1

Introductions
Lecture - UX/UI basics
Adobe XD introductory assignment
Week 1 take-home assignment given:
Watch/read/respond
Connect on LinkedIn

Week 2

Review of week 1 take-home assignment
Lecture - Process and artifacts
Week 2 take-home assignments given:
Create inspiration library
Weekly UI Challenge

Week 3

Review/presentation of week 2 take-home assignments
Lecture and exercise - Project A personas
Week 3 assignments given:
Add to inspiration library
Weekly UI Challenge
Refine user personas

Week 4

Review/presentation of week 3 take-home assignments
Lecture and exercise - Project A mapping
Week 4 assignments given:
Add to inspiration library
Weekly UI Challenge
Refine sitemap for design solution

Week 5

Review/presentation of week 4 take-home assignments
Lecture and exercise - Project A prototyping
Week 5 assignments given:
Add to inspiration library
Weekly UI Challenge
Refine low-fi prototypes
Write testing guide

Week 6

Review/presentation of week 5 take-home assignments
Lecture and exercise - Project A user testing
Week 6 assignments given:
Add to inspiration library
Weekly UI Challenge
Create 4-5 screen designs (based on feedback)

Week 7

Review/presentation of week 6 take-home assignments
Lecture and exercise - Project A UI design
Week 7 assignments given:
Add to inspiration library
Watch UX Color Theory video
Expand and refine design prototype

Week 8

Review/presentation of Project A design prototypes
Brief lesson - giving feedback
Class critique
Week 8 assignments given:
Finalize revisions/expansions on visual design
Write Project A summary

Week 9

Review/presentation of week 8 take-home assignments Lecture and exercise - Project B client selection
Week 9 assignments given:
Weekly UI Challenge
Research client - audiences, goals
Create user persona(s)
Identify competitors and review their products

Week 10

Review/presentation of week 9 take home assignments Lecture and exercise - Project B mapping
Week 10 assignments given:
Weekly UI Challenge
Define sitemaps for design solution

Week 11

Review/presentation of week 10 take-home assignments Lecture and exercise - Project B wireframing
Week 11 assignments given:
Weekly UI Challenge
Refine clickable wireframes
Write testing guide

Week 12

Review/presentation of week 11 take-home assignments Lecture and exercise - Project B user testing
Week 12 assignments given:
Weekly UI Challenge
Create 4-5 screen designs (based on feedback)

Week 13

Review/presentation of week 12 take-home assignments Lecture and exercise - Project B UI design
Week 13 assignments given:
Add to inspiration library
Expand and refine design prototype

Week 14

Review/presentation of week 13 take-home assignments Lecture and exercise - Project B design prototype
Week 14 assignments given:
Test prototype on 3-5 users outside of the class
Expand and refine design prototype based on feedback

Week 15

Review/presentation of week 14 take-home assignments Class critique
Week 15 assignments given:
Finalize revisions/expansions on visual design
Write Project B summary
Post all project work to Behance profile

Week 16

Class presentations of Project B design prototypes and Behance profile
Class evaluations

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Opportunties for Extra Credit

Read/listen to any of the following books and summarize the key takeaways:

The Design of Everyday Things,
Don Norman

Don't Make Me Think Revisited,
Steve Krug

Lean UX: Applying Lean Principles to Improve User Experience,
Jeff Gothelf and Josh Seiden

Interaction of color,
Josef Albers

Creative Confidence: Unleashing the Creative Potential Within Us All,
David M. Kelley and Tom Kelley

Sprint: How to Solve Big Problems and Test New Ideas in Just Five Days,
Jake Knapp

Problem Solving 101: A Simple Book for Simple People,
Ken Watanabe

Read/listen to any of the following blogs/podcasts and summarize the key takeaways from at least 10 articles:

A List Apart
https://alistapart.com/

User Defenders
https://userdefenders.com/

Inside Design by InVision
https://www.invisionapp.com/ inside-design//

Telepathy
https://www.dtelepathy.com/blog/

Nielsen Norman Group
https://www.nngroup.com/

Attend a UX, UI, or design event and summarize the takeaways from the presenters